CATCH THE RAIN AWARENESS CAMPAIGN

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Will the Minister of JAL SHAKTI be pleased to state:

(a) whether the Government has launched Catch the Rain awareness campaign under Jal Shakti Abhiyan-II;
(b) if so, the objective of the said campaign;
(c) the number of districts of the country including the State of Gujarat likely to be included under this campaign;
(d) the name of the authorities/agencies being consulted to further extend the coverage of the said campaign; and
(e) the details of the current progress of this campaign?

ANSWER

THE MINISTER OF STATE FOR JAL SHAKTI & SOCIAL JUSTICE AND EMPOWERMENT

(Shri Rattan Lal Kataria)

(a) to (e) Jal Shakti Abhiyan-II could not be taken up in 2020 due to restrictions imposed by Covid-19 Pandemic. However, to keep its continuity, National Water Mission (NWM) launched – “Catch the Rain” campaign with tagline “Catch the Rain – where it falls, when it falls” in last year in all districts of the country, including all districts in Gujarat, to nudge the states and all stake-holders to create Rain Water Harvesting Structures (RWHS) suitable to the climatic conditions and sub-soil strata with the people’s active participation.

"Catch the Rain" campaign has evoked a very good response across the country and is being supported by Ministries/ Departments of Central and State Government, Airport Authority of India, Railways, Armed Forces, Central Armed Police Forces, universities, educational institutions including IITs & IIMs, Central Public Sector Enterprises, banking institutions etc.

As a preparatory step for the "Jal Shakti Abhiyan -II" campaign to be taken up in all districts in 2021, a 3 month long, massive awareness drive "JSA-II- Catch The Rain"", in collaboration with the "Nehru Yuva Kendra Sangathan", was launched on 21st December 2020 involving Youth Clubs in 623 districts across the country, including 25 districts of Gujarat.

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